

# MARHALLTOWN, IOWA LABORSHED AREA



A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS  
EXECUTIVE SUMMARY

[WWW.IOWALMI.GOV/LABORSHED](http://WWW.IOWALMI.GOV/LABORSHED)

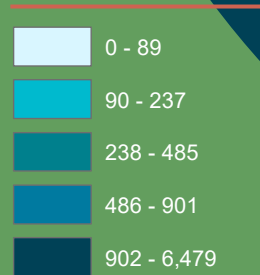
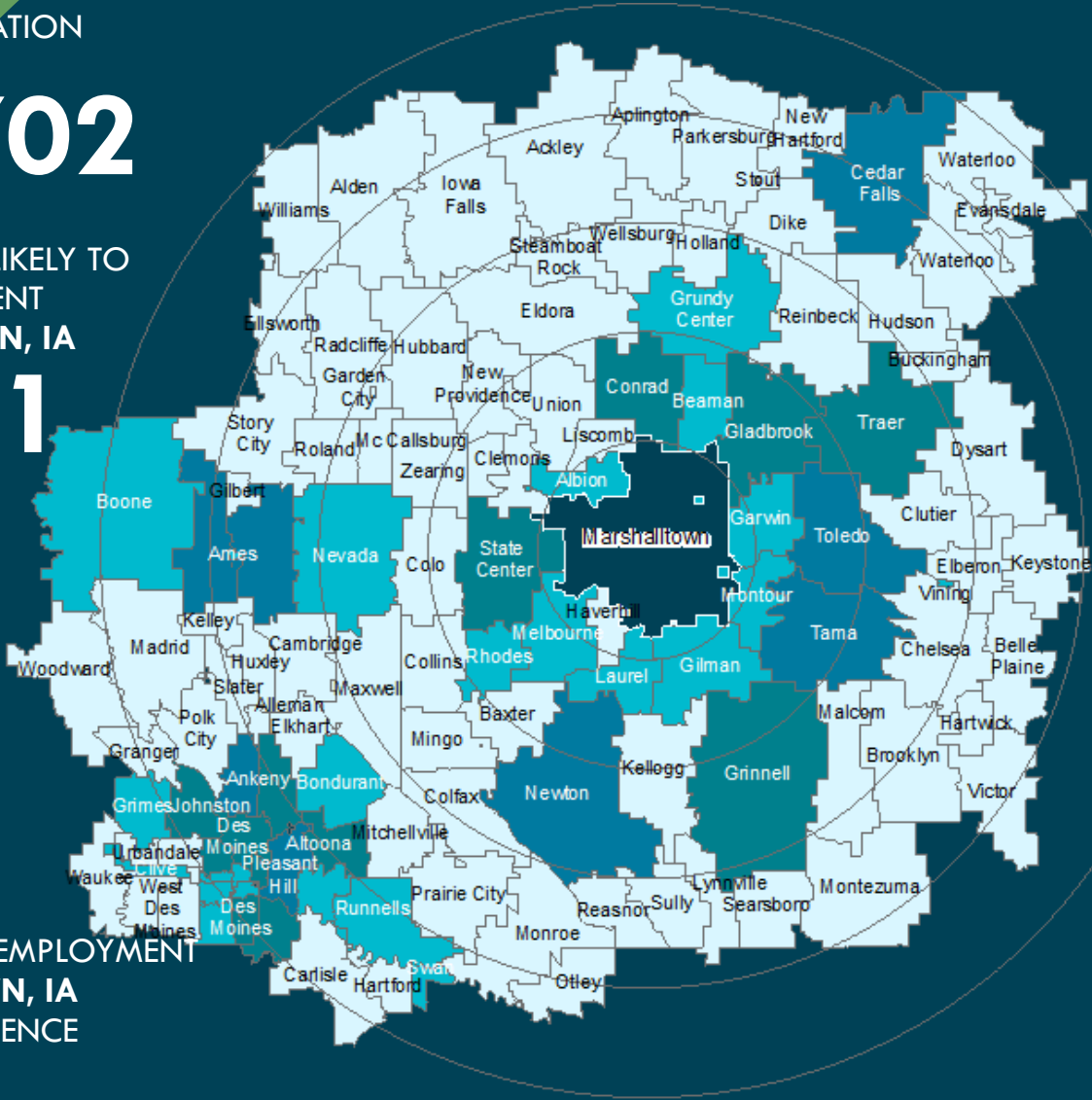
RELEASED  
2020

ESTIMATED POPULATION  
AGES 18-64  
**577,702**

ESTIMATED TOTAL LIKELY TO  
ACCEPT EMPLOYMENT  
IN MARSHALLTOWN, IA  
**23,091**



LIKELY TO  
CHANGE/ACCEPT EMPLOYMENT  
IN MARSHALLTOWN, IA  
BY PLACE OF RESIDENCE  
(PER ZIP CODE)



10-Mile Interval Between Rings



AREA SHOWN

# MARSHALLTOWN LABORSHED ANALYSIS

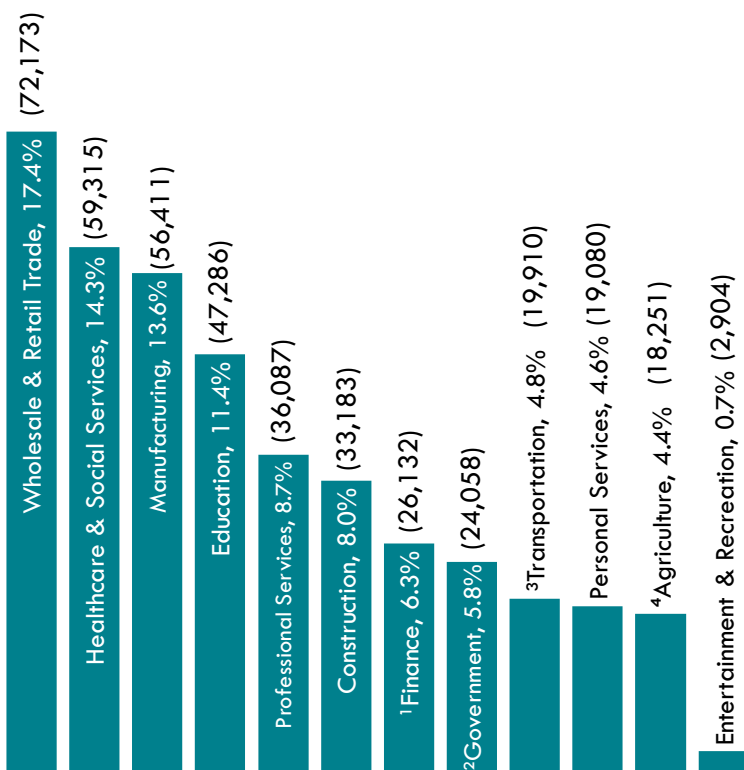
## EMPLOYMENT STATUS (ESTIMATED TOTAL)\*



\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.



## BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)



<sup>1</sup>Finance, Insurance, & Real Estate

<sup>3</sup>Transportation, Communications, & Utilities

<sup>2</sup>Public Administration, Government

<sup>4</sup>Agriculture, Forestry, & Mining

## TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Health/Medical Insurance	80.3%
	Pension/Retirement/401K	80.0%
	Dental Coverage	77.8%
	Paid Holidays	75.3%
	Vision Coverage	74.7%
	Life Insurance	71.6%
	Disability Insurance	68.1%
	Paid Vacation	65.6%
	Paid Sick Leave	60.6%
	Paid Time Off	50.0%

A Laborshed area is defined by its commuting pattern and illustrates which communities contribute to an employment center's workforce and at what level. To determine the boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. The data in this publication reflects characteristics specific to the workforce in the Marshalltown Laborshed area.

The employed are currently commuting an average of—

**12**

miles one-way for an employment opportunity

**&**

**16**  
minutes

## EMPLOYED: LIKELY TO CHANGE

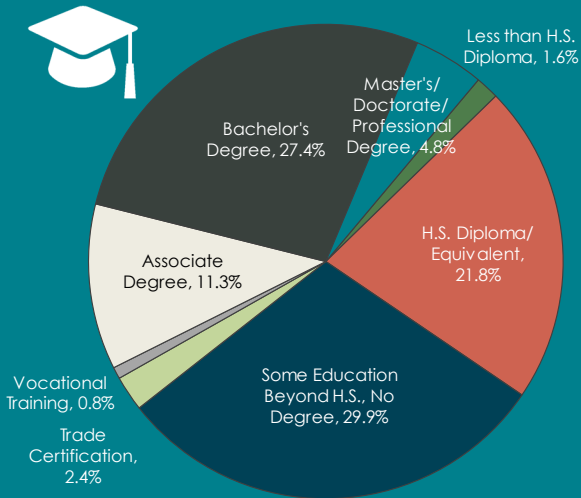
- An estimated **13,039** employed individuals are likely to change their current employment situation for an opportunity in Marshalltown

- Current occupational categories:

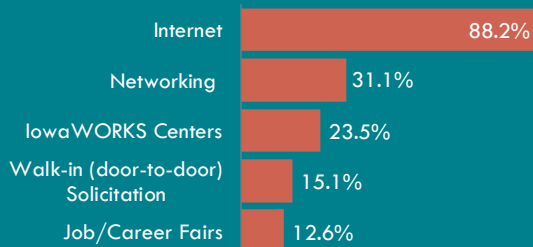
Professional, Paraprofessional, Technical Service	27.3%
Clerical	19.0%
Production, Construction, Material Moving	17.4%
Managerial	15.7%
Sales	9.9%
Agricultural	9.9%
	0.8%

- Current median wages: \$
  - \$14.00/hour and \$56,000/year
  - \$18.00/hour - attracts 66%
  - \$20.00/hour - attracts 75%

- 76.6% have an education beyond HS



- 28.7% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:



- Top newspapers:



- Commute:

- Currently commuting an average of **11 miles/15 minutes** (one-way) to work
- Willing to commute an average of **26 miles/35 minutes** (one-way) to work

## UNEMPLOYED: LIKELY TO ACCEPT

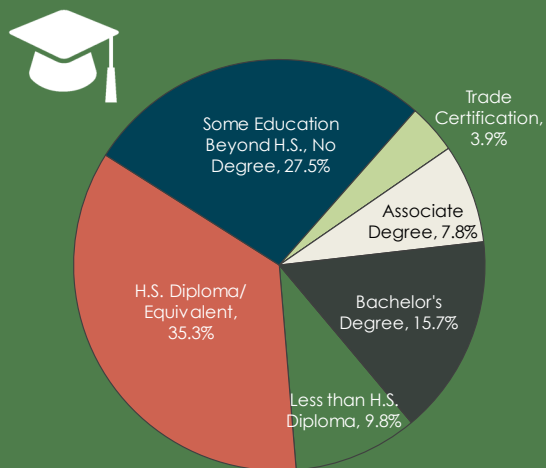
- An estimated **3,248** unemployed individuals are likely to accept employment in Marshalltown

- Former occupational categories:

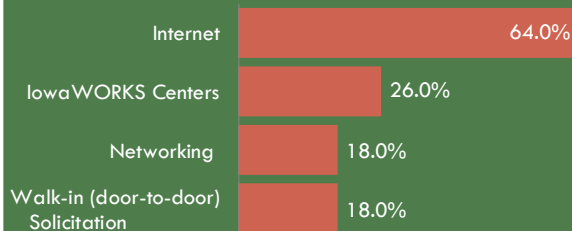
Production, Construction, Material Moving	23.1%
Professional, Paraprofessional, Technical	23.1%
Service	23.1%
Sales	15.4%
Clerical	7.6%
Managerial	5.1%
Agricultural	2.6%

- Median wages: \$
  - \$12.00/hour - lowest willing to accept
  - \$15.00/hour - attracts 66%
  - \$15.00/hour - attracts 75%

- 54.9% have an education beyond HS



- 59.6% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:



- Top newspapers:



- Commute:

- Willing to commute an average of **21 miles/31 minutes** (one-way) to work



The Laborshed survey collects information regarding the **out commute** for an employment center.

The **out commute** for Marshalltown is estimated at 19.4 percent—approximately 2,570 people living in Marshalltown work in other communities.

Most of those who are out commuting are working in Des Moines (IA) and Ames (IA).


Less than one-fifth (18.5%) of out commuters are likely to change employment (approximately 475 people).

44.4% earn an hourly wage—median wage is **\$19.38/hour**  
44.4% earn an annual salary—median salary is **\$79,500/year**

**2,570**  
people live in Marshalltown and work elsewhere

## EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

Data on this page is specific to only those survey respondents that reported they are likely to change or accept employment.



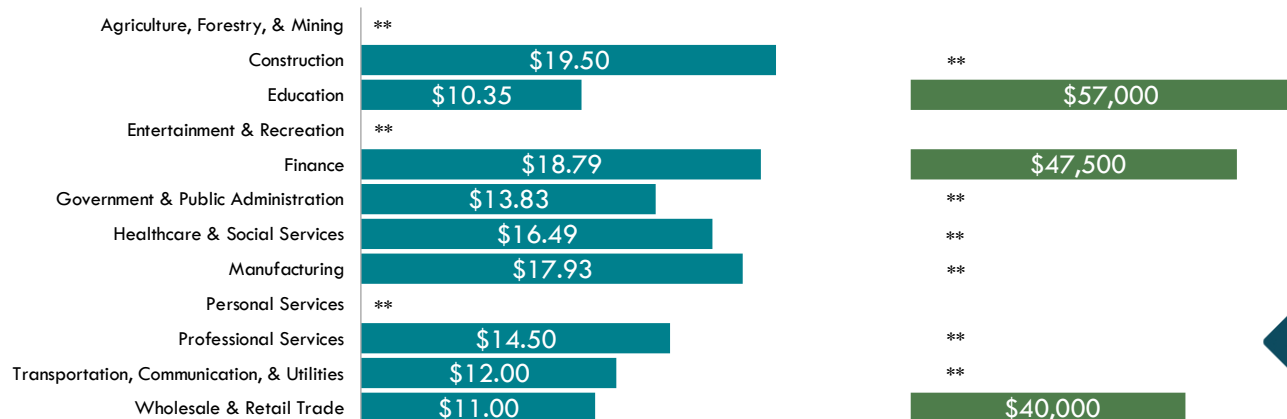
Industry	Education Beyond HS	Some Education Beyond HS, No Degree Obtained	Trade Certification/Vocational Training	Associate Degree	Bachelor's Degree or Above
Agriculture	**	**	**	**	**
Construction	60.0%	20.0%	10.0%	0.0%	30.0%
Education	90.9%	31.8%	4.6%	0.0%	54.5%
Entertainment & Recreation	**	**	**	**	**
Finance	85.7%	14.3%	0.0%	21.4%	50.0%
Government	80.0%	10.0%	0.0%	0.0%	70.0%
Healthcare & Social Services	81.0%	28.6%	9.5%	33.4%	9.5%
Manufacturing	66.7%	27.8%	5.6%	11.1%	22.2%
Personal Services	80.0%	40.0%	0.0%	20.0%	20.0%
Professional Services	84.2%	26.3%	5.3%	15.8%	36.8%
Transportation	50.0%	50.0%	0.0%	0.0%	0.0%
Wholesale & Retail Trade	54.2%	31.3%	2.1%	8.3%	12.5%

Top percentages among industries per education level are highlighted in the table.

## WAGES OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

■ Median Hourly Wage

■ Median Annual Salary






\*\*Insufficient survey data/refused. A lack of data for a particular industry is not necessarily indicative that there were no (or few) individuals surveyed within that industry. Rather, it may be that there simply were no respondents within that industry that also reported that they are likely to change or accept employment.

Note: A wide variety of occupations are included within these industry categories. Industry classification is based upon the respondent's reported current or former employer. Two respondents that work for a manufacturer will be classified within the manufacturing industry even if, for example, one respondent is a custodian and the other is an accountant.

## UNDEREMPLOYMENT

The underemployed are working fewer than 35 hours per week but desire more hours (**inadequate hours**); in positions that do not meet their skill or education level, or have worked for higher wages at previous employment (**mismatch of skills**); or are earning wages equal to or less than the national poverty level and work 35 or more hours per week (**low income**).

	Percent Surveyed	Estimated Total
 Inadequate Hours	2.5%	326
 Low Income	0.7%	91

	Percent Surveyed	Estimated Total
 Mismatch of Skills	4.7%	613
$\Sigma$ Total	6.7%	874

\*Individuals may be underemployed for more than one reason but are counted only once for total estimated underemployment.

Note: To be counted as underemployed in any category an individual must be currently employed and likely to change their current employment situation.

IOWA  
**WORKFORCE**  
DEVELOPMENT

**IOWA**  
economic development

Data compiled and analyzed by:  
Iowa Workforce Development  
Labor Market Information Division  
1000 E. Grand Avenue, Des Moines, Iowa 50319  
Phone: (515) 281-7505 | Email: laborshed.studies@iwd.iowa.gov  
www.iowalmi.gov/laborshed

For more information regarding this Laborshed study contact:  
Marshall Economic Development  
709 South Center Street  
Marshalltown, IA 50158  
Phone: (641) 753-6645 | E-mail: lolberding@marshalltown.org  
www.marshalltownworks.com